

## Rounded Tar and Nicotine Results for TITL Market Sample #40

Philip Morris USA  
CONFIDENTIAL

Brand	Tar Specification	TITL MS #40 Tar	ISO Rule Applied to Tar Specification +/- 1mg for delivery of 6mg or less +/- 15% for delivery greater than 6mg	Advertised Nicotine	TITL MS #40 Nicotine	ISO Rule Applied to Advertised Nicotine +/- 0.1mg for delivery of 6mg or less +/- 15% for delivery greater than 6mg
Bristol Lowest KFSP	1	1	0-2	0.1	0.1	0.0-0.2
Cambridge Lowest KFSP	1	1	0-2	0.2	0.1	0.1-0.3
Merit Ultima KFHP	1	1	0-2	0.1	0.1	0.0-0.2
Merit Ultima KFSP	1	1	0-2	0.2	0.1	0.1-0.3
Bristol Lowest 100's 100FSP	2	2	1-3	0.2	0.2	0.1-0.3
Cambridge Lowest 100's 100FSP	2	2	1-3	0.2	0.2	0.1-0.3
Merit Ultima 100's 100FHP	2	2	1-3	0.2	0.2	0.1-0.3
Merit Ultima 100's 100FSP	2	2	1-3	0.2	0.2	0.1-0.3
Merit Ultra Lts KFHP	5	5	4-6	0.4	0.5	0.3-0.5
Merit Ultra Lts KFSP	5	5	4-6	0.5	0.5	0.4-0.6
Merit Ultra Lts Men KFMSP	5	4	4-6	0.4	0.4	0.3-0.5
Basic Ultra Lts KFSP	6	6	5-7	0.5	0.5	0.4-0.6
Basic Ultra Lts 100's 100FSP	6	6	5-7	0.5	0.5	0.4-0.6
B & H Deluxe Ultra Lts 100's FHP	6	6	5-7	0.5	0.5	0.4-0.6
B & H Deluxe Ultra Lts 100's Men 100FMHP	6	6	5-7	0.5	0.5	0.4-0.6
Bristol Ultra Lts 100's 100FSP	6	5	5-7	0.5	0.5	0.4-0.6
Cambridge Ultra Low Tar 100's 100FSP	6	5	5-7	0.4	0.6	0.3-0.5
Marlboro Ultra Lts KFHP	6	5	5-7	0.5	0.4	0.4-0.6
Marlboro Ultra Lts 100FHP	6	6	5-7	0.5	0.5	0.4-0.6
Merit Ultra Lts 100's 100FHP	6	6	5-7	0.5	0.5	0.4-0.6
Merit Ultra Lts 100's 100FSP	6	6	5-7	0.5	0.6	0.4-0.6
Merit Ultra Lts 100's Men 100FMSP	6	5	5-7	0.5	0.5	0.4-0.6
Virginia Slims Ultra Lts 100FHP	6	5	5-7	0.5	0.5	0.4-0.6
Virginia Slims Ultra Lts Men 100FMHP	6	6	5-7	0.5	0.5	0.4-0.6
Virginia Slims Superslims 100FHP	6	6	5-7	0.5	0.5	0.4-0.8
Virginia Slims Superslims Men 100FMHP	6	5	5-7	0.5	0.5	0.4-0.6
Merit Filter KFHP	8	7	7-9	0.6	0.6	0.5-0.7
Merit Filter KFSP	8	7	7-9	0.6	0.6	0.5-0.7
Merit Men KFMSP	8	7	7-9	0.6	0.6	0.5-0.7
Parliament Lts KFHP	9	9	8-10	0.7	0.7	0.6-0.8
Parliament Lts KFSP	9	9	8-10	0.7	0.7	0.6-0.8
Virginia Slims Lts 100FHP	9	8	8-10	0.7	0.7	0.6-0.8
Virginia Slims Lts Men 100FMHP	9	8	8-10	0.7	0.7	0.6-0.8
Alpine Lts KFMHP	10	9	9-12	0.7	0.7	0.6-0.8
Alpine Lts KFMSP	10	9	9-12	0.7	0.7	0.6-0.8
Alpine Lts 100's 100FMSP	10	9	9-12	0.7	0.8	0.6-0.8
Marlboro Lts Men KFMHP	10	9	9-12	0.7	0.8	0.6-0.8
Marlboro Lts Men KFMSP	10	9	9-12	N/A	0.8	-
Marlboro Lts 100's Men 100FMHP	10	9	9-12	0.7	0.7	0.6-0.8
Marlboro Lts 100's Men 100FMSP	10	9	9-12	N/A	0.8	-
Merit 100's 100FSP	10	9	9-12	0.7	0.8	0.6-0.8
Merit 100's Men 100FMSP	10	9	9-12	0.8	0.7	0.7-0.9

For Marlboro  
when the  
attorney 9/12

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Basic Lts KFHP	11	10	9-13	0.7	0.7	0.6-0.8
Basic Lts KFSP	11	10	9-13	0.7	0.7	0.6-0.8
Basic Lts Men KFMSF	11	10	9-13	0.7	0.7	0.6-0.8
Basic Lts 100's 100FSP	11	10	9-13	0.8	0.8	0.7-0.9
Basic Lts 100's Men 100FMSP	11	10	9-13	0.8	0.8	0.7-0.9
Benson & Hedges Lts 100's 100FHP	11	10	9-13	0.8	0.9	0.7-0.9
Benson & Hedges Lts 100's Men FMHP	11	10	9-13	0.8	0.8	0.7-0.9
Benson & Hedges Lts 100's 100FSP	11	10	9-13	0.8	0.8	0.7-0.9
Benson & Hedges Lts 100's Men FMSP	11	10	9-13	0.8	0.8	0.7-0.9
B & H Multifilter KFSP	11	10	9-13	0.9	0.8	0.8-1.0
Bristol Lts KFSP	11	10	9-13	0.8	0.7	0.7-0.9
Bristol Lts Men KFMSF	11	10	9-13	0.8	0.7	0.7-0.9
Bristol Lts 100's 100FSP	11	11	9-13	0.8	0.8	0.7-0.9
Bristol Lts 100's Men 100FMSP	11	10	9-13	0.8	0.8	0.7-0.9
Bucks Lts KFSP	11	10	9-13	0.8	0.8	0.7-0.9
Cambridge Lts KFSP	11	10	9-13	0.8	0.7	0.7-0.9
Cambridge Lts Men KFMSF	11	10	9-13	0.8	0.7	0.7-0.9
Cambridge Lts 100's 100FSP	11	10	9-13	0.8	0.7	0.7-0.9
Cambridge Lts 100's Men 100FMSP	11	10	9-13	0.8	0.7	0.7-0.9
Dave's Lts KFHP	11	10	9-13	0.8	0.7	0.7-0.9
Marlboro Lts KFHP	11	11	9-13	0.8	0.8	0.7-0.9
Marlboro Lts KFSP	11	10	9-13	0.8	0.8	0.7-0.9
Marlboro Lts 100's 100FHP	11	10	9-13	0.8	0.8	0.7-0.9
Marlboro Lts 100's 100FSP	11	10	9-13	0.8	0.8	0.7-0.9
Marlboro Lts 25's KFSP	11	10	9-13	0.8	0.8	0.7-0.9
Parliament Lts Men KFMSF- 80mm	11	10	9-13	0.8	0.7	0.7-0.9
Players Lts 25's KFSP	11	10	9-13	0.8	0.7	0.7-0.9
Players Lts 25's Men KFMSF	11	10	9-13	0.8	0.7	0.7-0.9
Players Lts 25's 100's 100FSP	11	10	9-13	0.8	0.8	0.7-0.9
Players Lts 25's 100's Men 100FMSP	11	10	9-13	0.8	0.8	0.7-0.9
Marlboro Medium KFHP	12	11	10-14	0.8	0.9	0.7-0.9
Marlboro Medium KFSP	12	11	10-14	0.9	0.9	0.8-1.0
Parliament Lts 100's 100FSP	12	12	10-14	0.9	1.0	0.8-1.0
Players KFHP	12	11	10-14	0.9	0.9	0.8-1.0
Players Men KFMSF	12	11	10-14	0.8	0.8	0.7-0.9
Marlboro Medium 100's 100FHP	13	13	11-15	1.0	1.0	0.9-1.2
Marlboro Medium 100's 100FSP	13	12	11-15	1.0	0.9	0.9-1.2
Parliament Lts 100's Men 100FMHP	13	11	11-15	0.9	0.9	0.8-1.0
Bucks Filter KFSP	14	14	12-16	1.0	1.0	0.9-1.2
Players 100's 100FHP	14	13	12-16	1.0	1.0	0.9-1.2
Players 100's Men 100FMHP	14	13	12-16	1.0	1.0	0.9-1.2
Alpine KFMSF	15	16	13-17	1.0	1.0	0.9-1.2

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Alpine KFMSP	15	15	13-17	1.0	1.0	0.9-1.2
Alpine 100's 100FMSP	15	15	13-17	1.1	1.1	0.9-1.3
Basic KFHP	15	16	13-17	1.0	1.0	0.9-1.2
Basic Men KFMHP	15	16	13-17	1.0	1.0	0.9-1.2
Basic Filters KFSP	15	16	13-17	1.0	1.0	0.9-1.2
Basic Men KFMSP	15	15	13-17	1.0	1.0	0.9-1.2
Basic Filter 100's 100FSP	15	15	13-17	1.1	1.0	0.9-1.3
Basic 100's Men 100FMSP	15	15	13-17	1.1	1.0	0.9-1.3
Benson & Hedges KFHP	15	16	13-17	1.2	1.1	1.0-1.4
Benson & Hedges 100's 100FHP	15	15	13-17	1.1	1.1	0.9-1.3
Benson & Hedges 100's Men 100FMHP	15	15	13-17	1.1	1.1	0.9-1.3
Benson & Hedges 100's 100FSP	15	15	13-17	1.2	1.1	1.0-1.4
Benson & Hedges 100's Men 100FMSP	15	15	13-17	1.1	1.1	0.9-1.3
Bristol Full Flavor KFSP	15	16	13-17	1.1	1.0	0.9-1.3
Bristol Full Flavor 100's 100FSP	15	15	13-17	1.1	1.0	0.9-1.3
Cambridge Full Flavor KFSP	15	15	13-17	1.0	1.0	0.9-1.2
Cambridge Full Flavor 100's 100FSP	15	15	13-17	1.1	1.0	0.9-1.3
Dave's Filter KFHP	15	16	13-17	1.0	1.0	0.9-1.2
Marlboro KFHP	15	16	13-17	1.1	1.1	0.9-1.3
Marlboro Men KFMHP	15	16	13-17	1.1	1.1	0.9-1.3
Marlboro KFSP	15	15	13-17	1.1	1.1	0.9-1.3
Marlboro Men KFMSP	15	16	13-17	1.0	1.1	0.9-1.2
Marlboro 100's (gold package) 100FHP	15	15	13-17	1.2	1.1	1.0-1.4
Marlboro 100's (red package) 100FHP	15	15	13-17	1.2	1.1	1.0-1.4
Marlboro 100's (gold package) 100FSP	15	15	13-17	1.1	1.2	0.9-1.3
Marlboro 100's (red package) 100FSP	15	15	13-17	1.1	1.2	0.9-1.3
Marlboro 25's KFSP	15	15	13-17	1.1	1.1	0.9-1.3
Philip Morris International 100FHP	15	14	13-17	1.1	1.1	0.9-1.3
Saratoga 120's 120FHP	15	14	13-17	1.1	1.1	0.9-1.3
Saratoga 120's Men 120FMHP	15	14	13-17	1.1	1.1	0.9-1.3
Virginia Slims 100FSP	15	14	13-17	1.1	1.1	0.9-1.3
Virginia Slims Men 100FMSP	15	15	13-17	1.1	1.1	0.9-1.3
Virginia Slims Lts 120's 120FHP	15	15	13-17	1.1	1.1	0.9-1.3
Virginia Slims Lts 120's Men 120FMHP	15	14	13-17	1.1	1.1	0.9-1.3
Philip Morris International Men 100FMHP	16	14	14-18	1.1	1.1	0.9-1.3
Commander RNFSP	20	22	17-23	1.4	1.4	1.2-1.6
Players Navy Cut RNFHP	21	23	18-24	1.6	1.6	1.4-1.8
English Ovals KNFHP	23	25	20-26	2.0	2.0	1.7-2.3
Basic KNFSP	24	26	20-28	1.7	1.7	1.4-2.0
Bristol KNFSP	24	27	20-28	1.7	1.7	1.4-2.0
Commander KNFSP	24	27	20-28	1.7	1.7	1.4-2.0